

# INTRODUCTION

Every day, more communities across the country are using sports to help kids say “no” to tobacco and “yes” to better health. *The Tobacco-Free Sports Playbook* is filled with examples of successful tobacco-free policies, media campaigns, and education programs that we hope will encourage you to think about the many creative and effective ways you can incorporate sports into your tobacco-free activities.

- If you are with a **health department**, you already know that the popularity of sports makes it a natural vehicle for you to connect with kids. If you have decided to incorporate sports into your comprehensive tobacco control program, the examples in this booklet will show you the kinds of strategies that have worked well for other health departments. These strategies can help you meet local, state, and national objectives to reduce tobacco use and increase physical activity.
- If you are a **youth coach**, you are well aware that your players look up to you. You can use your influence to teach them about the dangers of tobacco and how it affects their performance on the field. This guide will help you educate your players and their parents, as well as referees and other coaches, about the benefits of being tobacco-free. You also will learn how to adopt tobacco-free policies, promote tobacco-free messages, and form partnerships with others in the community who share these goals.
- If you are a **school administrator**, *The Tobacco-Free Sports Playbook* will help you launch a health education campaign to get more kids involved in sports and reduce tobacco use by students as well as faculty,

staff, and parents. Learn what strategies have worked for other schools, how to market your campaign, and how to work closely with community partners that share your goals. Such strategies can help you meet your own goals for promoting physical activity and for reducing tobacco use among youth.

## The CDC's Commitment

The CDC's Office on Smoking and Health is committed to promoting sports as a healthy alternative to tobacco use among kids. We work with many partners to support sports-related media and education programs that discourage children and teens from using tobacco. Our activities have been diverse and far-reaching.

## Soccer and Smoking

Young soccer fans want to be just like the athletes they admire most, and that's at the heart of the SmokeFree Soccer program, launched in 1996 by the Secretary of Health and Human Services, the CDC, and the National Cancer Institute. Members of the US women's national soccer team act as role models for kids (especially girls) as they travel around the country speaking to schools, conventions, and the media about the benefits of being physically active and not smoking. Hundreds of thousands of motivational posters featuring these soccer stars have been distributed nationwide through soccer clubs, public health



Young soccer players in Virginia get the message loud and clear from visiting members of the US women's national soccer team: Tobacco and sports don't mix! Photo courtesy of the Virginia Department of Health.

departments, and community organizations. Ten states currently receive CDC funding, enabling them to expand their SmokeFree Soccer and others sports programs by establishing partnerships with community-based organizations and public health groups.



FIFA Fair Play Award winner Julie Foudy works with children with disabilities. Through the FIFA Fair Play program, the association supports SmokeFree Soccer and helps players with physical and mental disabilities to develop their skills as enthusiastic players. Photo courtesy of UNIROYAL.

The SmokeFree Soccer program recently went global when the CDC teamed up with the World Health Organization (WHO) and the Fédération Internationale de Football Association (FIFA) to promote tobacco-free messages worldwide, to girls as well as boys. Women and men soccer stars from the United States, Australia, Brazil, China, and Canada have stepped forward to show their support for the program and appear in posters for kids. Besides posters, many other free products have been developed by the program, including a new SmokeFree Soccer logo, a PBS teen documentary called *Soccer... Kickin' Butts*, and the *SmokeFree Soccer Coach's Kit*, which features creative and fun drills that coaches can use to boost young players' soccer skills and teach them about the harm that smoking can have on their bodies and their performance. For more information about these products, visit SmokeFree Soccer's Internet site at [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco).

The tobacco-free movement also is scoring points in South Africa, where a smoke-free soccer initiative has been launched by the South African Football Association (SAFA) and WHO. In January 2001, after the government of South Africa banned cigarette advertising in sports, SAFA waved goodbye to 10 million rand (about \$1.25 million) in tobacco sponsorship revenues for the

Rothmans Cup, the country's leading soccer club competition. SAFA is now looking for new sponsors and is using the sport as a platform to promote a healthy lifestyle among its players and the public. The South African Ministry of Health now has a mission to make all sports in the country tobacco-free. The country will be host to the 2003 Cricket World Cup.

Building on this momentum, the CDC and WHO worked for a tobacco-free 2002 FIFA World Cup in Korea and Japan. The kick-off for the 2002 FIFA World Cup in Seoul will fall on World No Tobacco Day, May 31, 2002. WHO has declared the theme for World No Tobacco Day to be "Tobacco-Free Sports."



Motivational posters featuring members of the South African National Football Team have been distributed as part of the SmokeFree Soccer program targeting youth.

# Football, Baseball, and Spit Tobacco

Seeing a revered player on the field chewing tobacco can make a strong impression on a young person. But thankfully, more professional football and baseball players are turning their backs on unhealthy tobacco products and choosing instead to influence kids in a positive way. Former Dallas Cowboys quarterback Troy Aikman and retired quarterback Steve Young wholeheartedly agreed to appear on posters with messages urging kids not to use spit tobacco or drugs. These posters, used by the CDC's Office on Smoking and Health and the White House's Office of National Drug Control Policy, were given out to young fans at the NFL Experience, an interactive game and exhibit held in conjunction with the 2000 Super Bowl in Atlanta.

Baseball stars are also jumping on the tobacco-free bandwagon. Javier Lopez, catcher for the Atlanta Braves, is featured in a public service announcement discouraging youth from using tobacco. And Atlanta Braves pitcher John Smoltz, former Braves first baseman Andres Galarraga, and New York Yankees shortstop Derek Jeter appear in action shots on posters with catchy slogans that discourage kids from using spit tobacco. The posters, produced by the CDC as part of the National Spit Tobacco Education Program (NSTEP), were unveiled to a captive audience of

young fans attending the 2000 Major League Baseball All-Star Game in Atlanta. Former Major Leaguer and broadcaster Joe Garagiola is national chairman for NSTEP, which links many of baseball's most popular stars with the nation's leading oral health experts and agencies such as the CDC and the Robert Wood Johnson Foundation. NSTEP is an initiative of Oral Health America, America's Fund for Dental Health. Major League Baseball and the Major League Baseball Players Association adopted NSTEP spring training activities, which included clubhouse presentations about the dangers of using spit tobacco, oral health screenings, and counseling services to help minor and major league players stop using spit tobacco. NSTEP and the CDC are working with the tobacco control and dental communities to teach youth, parents, teachers, coaches, and athletes that spit tobacco is not a safe alternative to smoking, and it has no place in sports.



Joe Garagiola, retired Major League Baseball player, National Baseball Hall of Fame broadcaster, and national chairman for NSTEP. Photo courtesy of NSTEP.

Right: Surgeon General Dr. David Satcher gives an "Rx for Improved Health" to Mitt Romney, president and CEO of the Salt Lake Organizing Committee for the Olympic and Paralympic Winter Games of 2002. They were among the many tobacco-free supporters who turned out for the Gold Medal Mile Walk, held in April 2001 in Salt Lake City. Photo courtesy of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002.



Below: Jen Davidson (left) and Jean Racine, US women's bobsled team. Photo by Todd Korol.



## The Olympics and Tobacco

Laws forbidding the marketing of tobacco to US children have led the tobacco industry to intensify its efforts to recruit new, young smokers overseas—through promotions during international sports events and TV broadcasts in developing countries. To counter these efforts, the CDC and WHO met with the International Olympic Committee, FIFA, and other influential sports organizations to plan ways of ensuring that media coverage of major sports events is not used as a vehicle for tobacco promotion.

FIFA has not accepted tobacco sponsorship of its World Cup since 1986. Olympic Games have been one of the few major sports events that have never allowed any commercial advertisement or used sponsorship of tobacco companies since the first Olympic Games in 1896. This policy has been further reinforced since 1988, when

the International Olympic Committee and WHO, in cooperation with the Organizing Committees of the Games, forbade smoking in all sports venues.

A successful smoke-free policy was in place during the 2000 Olympic Games in Sydney, in cooperation with government and local health groups. All venues and participants were smoke-free, and messages about tobacco-free and healthy lifestyles were promoted throughout the event. High-profile athletes such as Stacy Dragila, the world record holder in women's pole vaulting, were on hand to speak out against tobacco use. "Tobacco use and sports just don't mix," she said. The Olympic policies and anti-tobacco promotions worked well. In a CDC/WHO evaluation of the smoke-free policy at the 2000 Olympic Games in Sydney, 137 out of 148 athletes, journalists, and spectators surveyed reported they had not noticed any tobacco advertising or promotions during the games.

The 2002 Olympic and Paralympic Winter Games in Salt Lake City also will be tobacco-free and will promote similar healthy lifestyle messages targeting young people. "I am looking forward to being able to live and compete in fresh air during the 2002 Games," said Jen Davidson, a member of the US women's bobsled team who is ranked top women's brakeman in the world and a two-time World Cup overall champion. "It's not just smoking that can harm you, but breathing in other people's smoke can also hurt an athlete's performance." The Salt Lake Organizing Committee's



Left: Olympic gold medalist Johann Koss's achievements on ice have been eclipsed by his efforts on behalf of Olympic Aid, a humanitarian organization that provides relief to children in war-torn countries and supports every child's right to play. Olympic Aid emphasizes the importance of healthy individuals and disease prevention and stands behind efforts to promote tobacco-free environments. Photo courtesy of Olympic Aid.

A *Healthier You 2002™* program is motivating Utah residents not only to stop using tobacco but also to get regular physical activity, eat less fat and more fruits and vegetables, drink little or no alcohol, wear seat belts and helmets, and get all recommended screenings and immunizations. To nudge people along this healthier path, doctors in Utah will be giving their patients written prescriptions for regular physical activity, good nutrition, and other healthy behaviors. (See 2002 Olympic Salt Lake City tobacco-free policy, page xv; Rx for Improved Health, page xvi.)

Another supporter of initiatives for tobacco-free environments is Olympic Aid, a humanitarian organization that provides relief to children in war-torn countries and supports every child's right to play. Olympic Aid recognizes that play, including sport, provides many benefits to children and is essential to their healthy physical, social, and emotional development. The organization is driven by athletes such as its current chairman, four-time

Olympic gold medalist Johann Koss. He became involved with Olympic Aid in 1993 when he visited the African country of Eritrea and was profoundly moved by the plight of the children. Olympic Aid programs emphasize the importance of healthy individuals and the prevention of disease.

Below: Stacy Dragila, gold medalist and world record holder in women's pole vaulting, encourages kids not to use tobacco. She spoke out against secondhand smoke at a WHO press conference during the Sydney Olympic Games. Photo by Victah Sailer.



# Extreme Sports and Beyond

The tobacco-free movement is gaining support in other sporting arenas beyond baseball, football, and soccer. For instance, athletes have spoken out against tobacco and drug use at the ESPN Winter X Games, which in 2001 alone attracted more than 83,000 spectators to Mount Snow, Vermont. (See Vermont program, page 27.) Pro skateboarder Tony Hawk, who started the extreme sports movement, has turned away big-money offers from tobacco companies. He'd rather use his celebrity status to teach kids about the dangers of using tobacco. In other sports, NSTEP and the CDC are promoting their anti-tobacco messages to rodeo, motor sports, and horse racing professionals and fans.

Snowboarder Rosey Fletcher is a four-time US national champion and World Cup winner. Photo by Donald Miralle/Allsport.



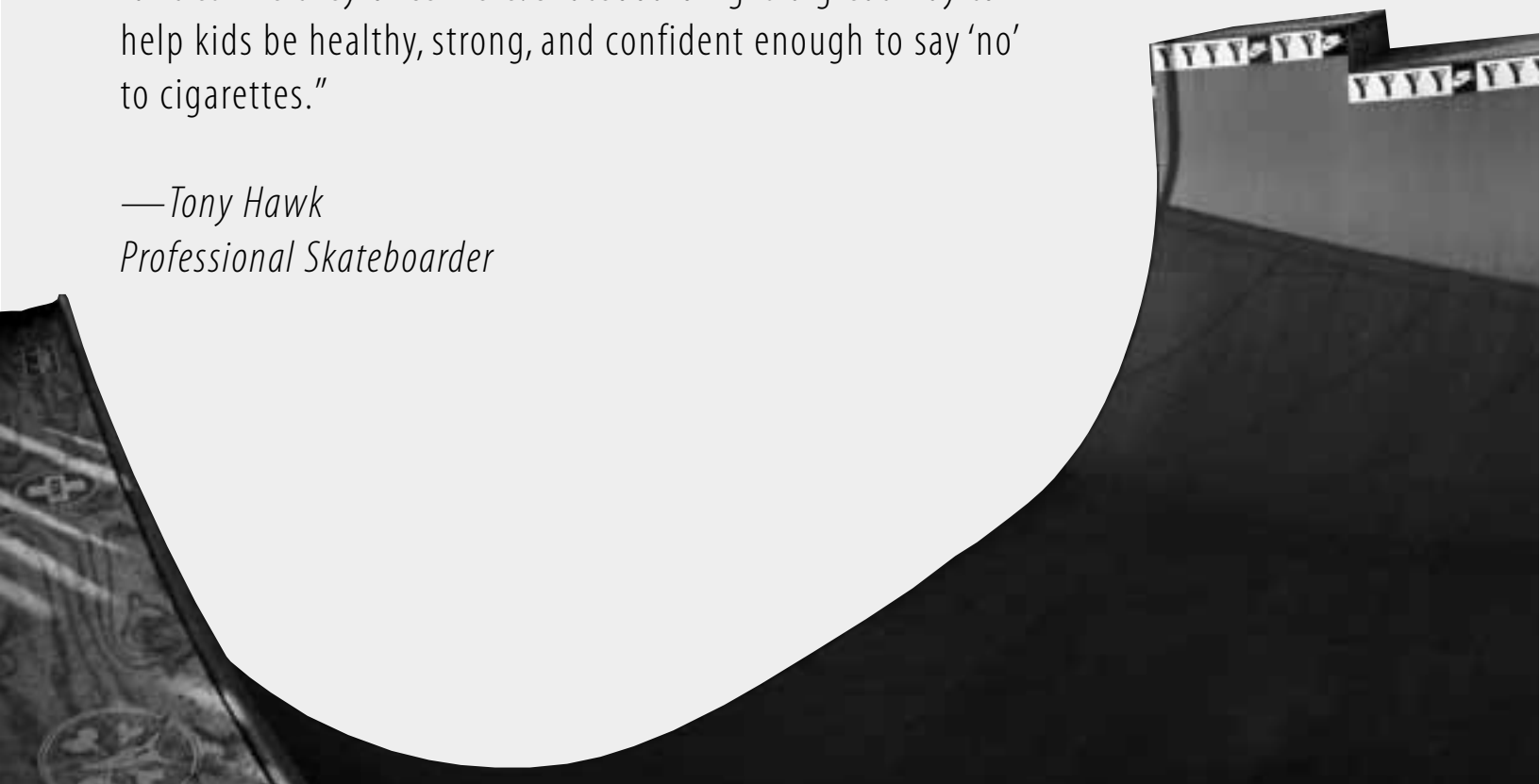
Celebrity drivers such as Steve Knight of KnightHawk Racing are helping kids steer clear of spit tobacco. The National Spit Tobacco Education Program (NSTEP), with CDC support, sponsors KnightHawk Racing's efforts to educate kids and adults about the harms of using spit tobacco. KnightHawk Racing is the leading team contesting the American Le Mans Championship Series in the LMP 675 class. Photo courtesy of KnightHawk Racing.



"Skateboarding has been a huge positive influence in my life, and the same is true for my friends I grew up skating with. It teaches self-discipline and builds self-confidence in kids like few other sports can. Parents have just begun to realize the positive effects of skateboarding on their children, and skating facilities are now commonplace instead of scattered rarities like they once were. Skateboarding is a great way to help kids be healthy, strong, and confident enough to say 'no' to cigarettes."

—*Tony Hawk*  
*Professional Skateboarder*

Photo by Grant Britain



# Our Partners Around the World

Here are some of the partners working with us to pitch sports as a healthy alternative to tobacco:



Everyone deserves a chance to enjoy the world's number one sport—regardless of race, religion, culture, age, or gender—and this is the aim of FIFA's Fair Play program. FIFA works with organizations such as the CDC, UNICEF, and WHO to use the sport of soccer to promote child health around the world.  
Photo courtesy of FIFA.

- World Health Organization
- Fédération Internationale de Football Association (FIFA)
- International Olympic Committee (IOC)
- Olympic Aid
- UNESCO
- UNICEF
- Fédération Internationale de l'Automobile (Formula One)
- General Association of International Sports Federations
- US Olympic Committee (USOC)
- Salt Lake City Organizing Committee for the 2002 Olympic Games
- US Triathlon Association
- National Collegiate Athletic Association (NCAA)
- USA Track & Field
- National Cancer Institute
- Major League Baseball (MLB)
- National Football League (NFL)
- American Alliance for Health, Physical Education, Recreation and Dance
- National Association for Sport and Physical Education
- Office of National Drug Policy Control
- Governors' Councils on Physical Fitness and Sports
- President's Council on Physical Fitness and Sports
- US Youth Soccer Association
- US Soccer Federation
- Major League Soccer (MLS)
- Women's United Soccer Association
- US Tennis Association (USTA)
- National Clearinghouse for Alcohol and Drug Information
- National Federation of State Highschool Associations (NFHS)
- National SAFE KIDS Campaign
- National Athletic Trainers' Association (NATA)
- Professional Baseball Athletic Trainers' Society
- Professional Football Athletic Trainers' Society
- Professional Hockey Athletic Trainers' Society
- National Basketball Trainers' Association
- National Strength and Conditioning Association (NSCA)
- Joint Commission on Sports Medicine and Science
- American College of Sports Medicine (ACSM)
- National Basketball Association (NBA)
- American Legacy Foundation
- American Cancer Society
- Oral Health America's National Spit Tobacco Education Program



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## TOBACCO-FREE POLICY

The XIX Olympic Winter Games of 2002 (the "Games") and the VIII Paralympic Winter Games of 2002 (the "Paralympics") in Salt Lake City are "tobacco-free," with smoking permitted only in designated areas.

Smoking and use of other tobacco products will not be permitted at any venue under the control of the Salt Lake Organizing Committee (SLOC) during the Games or the Paralympics, except in specific designated outdoor areas. SLOC may designate specific outdoor smoking areas that are located beyond the building lines but within accreditation zones, and that comply with applicable fire restrictions and requirements of Utah's Indoor Clean Air Act (which specifies that such areas be located at least 25 feet away from any entrance-way, exit, open window or air intake of a building).

### **Nonsmoking and tobacco-free areas expressly include:**


- any enclosed place of public access
- any indoor venue (competition and non-competition)
- the field of play at any venue
- the seating bowls at any outdoor venue (inclusive of training venues)
- any enclosed bars or restaurants at any venue or in the catering areas of any of the Olympic and Paralympic Villages
- any bedroom, living quarters or other enclosed place in the Olympic and Paralympic Villages
- any enclosed staff break areas
- in any Games and Paralympic transport vehicles
- hospitality suites

No tobacco products will be sold at any Games or Paralympics designated site. Exceptions may be made at areas other than those listed above, if SLOC's President determines in his sole discretion having regard to the principles of this nonsmoking policy, but the presumption will be against exceptions.


### **Background**

This policy has been adopted by SLOC's Management Committee in an effort to protect the athletes, SLOC staff, spectators, journalists and other visitors from the harmful effects of tobacco during the 2002 Games. This policy reflects Olympic tradition, as well as community and sports expectations regarding the hosting of healthy sporting events. This policy is supported by the International Olympic Committee (IOC), the World Health Organization (WHO), the U.S. Department of Health and Human Services (DHHS) and the U.S. Centers for Disease Control and Prevention (CDC).

The Salt Lake Organizing Committee, in conjunction with the World Health Organization, Centers for Disease Control and Prevention, and International Olympic Committee, developed this tobacco-free policy for the 2002 Olympic and Paralympic Winter Games.



**Rx FOR IMPROVED HEALTH**



**A HEALTHIER YOU 2002™**  
UTAH'S HEALTH LEGACY

**NAME** \_\_\_\_\_ **DATE** \_\_\_\_\_

☐ **PHYSICAL ACTIVITY**  
A total of 30 minutes of moderate physical activity per day

☐ **NUTRITION**  
Five servings of fruits and vegetables every day  
Decrease fat and sweet intake

☐ **HEALTHY BEHAVIORS**  
No tobacco use  
Low risk alcohol use

Comments \_\_\_\_\_

Provider signature \_\_\_\_\_

**FOR MORE INFORMATION ON A HEALTHIER YOU 2002  
VISIT [WWW.SALT LAKE 2002.COM](http://WWW.SALT LAKE 2002.COM)**

**EXAMPLES OF MODERATE PHYSICAL ACTIVITY**

Walking	Swimming	Cleaning
Gardening	Bicycling	Dancing
Jogging	Other activity _____	

**GO FOR THE GOLD!**

**Gold:** 30 minutes of physical activity 5-6 times per week

**Silver:** 30 minutes of physical activity 3-4 times per week

**Bronze:** Increase your physical activity. Participate in a Gold Medal Mile.

**EXAMPLES OF A SERVING SIZE (five a day)**

One medium fruit	1/4 cup dried fruit
1/2 cup vegetables	3/4 cup 100-percent juice

**HOW TO DECREASE FAT INTAKE**

Check food labels for hidden fat

Substitute fruits and vegetables for chips

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This Rx for healthy behaviors is being distributed by Utah doctors as part of the Salt Lake City Organizing Committee's *A Healthier You 2002™* program.



Olympic gold medalist and world champion Alpine skier Picabo Street. Photo by Adam Pretty/Allsport.